

Robbie Hyman Copywriting

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Contract Holder

Federal Supply Service Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage is: gsaadvantage.gov.

Schedule Title: 7FCB-H2-07-0541-B, Advertising & Integrated Marketing Solutions

FSC Group: 541

Contract Numbers: GS-07F-0117W

For more information on ordering from Federal Supply Service Schedules click on FSS Schedules at fss.gsa.gov.

Contract Period: December 3, 2009 – December 2, 2014

Robbie Hyman Copywriting
753 West Juniper Lane
Litchfield Park, AZ 85340-6011
Fax: 623-374-3751
www.robbyhymancopywriting.com

Contract Administrator POC
Robbie Hyman
753 West Juniper Lane
Litchfield Park, AZ 85340-6011
Tel: 818-917-4806
Fax: 623-374-3751
robby@robbyhymancopywriting.com

Robbie Hyman Copywriting

You need something written—a report, website, newsletter, proposal, brochure, press release. Maybe you need a lot of things written.

Don't have time to write the materials yourself? Don't know how to get started? Don't worry.

The passionate, expert writers at Robbie Hyman Copywriting are always here for you, always available to be your world-class writing resource. Even on short notice. Even on no notice at all.

When you hire Robbie Hyman Copywriting, you get top-quality work on time, every time. Hand us your time-consuming writing projects—and get back to being productive and creative.

CUSTOMER INFORMATION

1a.	Special Item Numbers Awarded	GSA Contract: GS-07F-0117W 541-1: Advertising Services 541-2: Public Relations Services
1b.	Rates and service descriptions	See price list (Attachment 1)
2.	Maximum order	\$1,000,000
3.	Minimum order	\$100
4.	Geographic coverage	Domestic, 50 states, Washington, DC, Puerto Rico, US Territories.
5.	Points of production	Litchfield Park, AZ
6.	Discount from list prices	See price list (Attachment 1)
7.	Quantity discounts	Additional 3% quantity discount for orders of \$250,000
8.	Prompt payment terms	Additional 2% discount if paid in 20 days. Standard terms are net 30.
9a.	Government Purchase Cards accepted at or below micro-purchase threshold	Yes

9b.	Government Purchase Cards accepted above micro-purchase threshold	Yes
10	Foreign Items	Not applicable
11a.	Time of delivery	To be negotiated with ordering agency
11b.	Expedited delivery	To be negotiated with ordering agency
11c.	Overnight and 2-day delivery	To be negotiated with ordering agency
11d.	Urgent delivery	To be negotiated with ordering agency
12.	F.O.B. points	Destination
13a.	Ordering address	Robbie Hyman Copywriting 753 West Juniper Lane Litchfield Park, AZ 85340-6011
13b.	Ordering telephone numbers	Contact Robbie Hyman Tel: 818-917-4806 Fax: 623-374-3751 robbie@robbiehymancopywriting.com
13c.	Ordering procedures	For supplies and services, ordering procedures and information on BPAs can be found at the GSA/FSS homepage (fss.gsa.gov/schedules).
14.	Payment address	Robbie Hyman Copywriting 753 West Juniper Lane Litchfield Park, AZ 85340-6011
15.	Warranty provision	Standard commercial warranty
16.	Export packing charges	Not applicable
17.	Terms and conditions of Government Purchase Card acceptance	Contact Contract Administrator
18.	Terms and conditions of rental, maintenance and repair	Not applicable
19.	Terms and conditions of installation	Not applicable

20a.	Terms and conditions of repair parts indicating date of parts, price lists and any discounts from price lists	Not applicable
20b.	Terms and conditions for any other services	Not applicable
21.	List of service and distribution points	Not applicable
22.	List of participating dealers	Not applicable
23.	Preventative maintenance	Not applicable
24a.	Special attributes such as environmental attributes	Not applicable
24b.	If applicable, indicate Section 508 compliance information is available on Electronic and Information Technology supplies and services and show where full details can be found	Not applicable
25.	Data Universal Number System (DUNS) Number	169420846
26.	Notification regarding registration in Central Contract Registration (CCR) database	Robbie Hyman Copywriting <i>is</i> registered in CCR.

ATTACHMENT 1

LABOR RATES

Awarded Category Numbers:

541-1: Advertising Services

541-2: Public Relations Services

Approved Pricing (Includes IFF fee):

541-1: Advertising Services

SIN	Labor/Task Category	GSA Pricing per Hour (Including IFF)
541-1	Account Manager	\$69.69
541-1	Senior Copywriter	\$69.69
541-1	Copy Editor	\$46.46
541-1	Senior Public Relations Manager	\$55.75
541-1	Marketing Manager	\$55.75

541-2: Public Relations Services

SIN	Labor/Task Category	GSA Pricing per Hour (Including IFF)
541-2	Account Manager	\$69.69
541-2	Senior Copywriter	\$69.69
541-2	Copy Editor	\$46.46
541-2	Senior Public Relations Manager	\$55.75
541-2	Marketing Manager	\$55.75

LABOR CATEGORY DESCRIPTIONS

ACCOUNT MANAGER

General Experience: Twelve (12) years of responsibility in account planning and management, project management, problem solving and strategic analysis—with clients across a broad range of industries, from small startups to multibillion-dollar firms.

Functional Responsibility: Research client needs, issues and goals; develop account plan with client; and document Statement of Work. Provide ongoing liaison with client; manage planning and program execution. Provide overall quality control for the project.

Minimum Education: B.A./B.S. degree in communications, journalism, English, or related disciplines; or equivalent years of relevant professional experience.

SENIOR COPYWRITER

General Experience: Ten (10) years' experience in professional marketing/advertising copywriting, either for corporations or agencies; or ten (10) years' experience in communications and/or public relations, writing internally for businesses. Experience in writing for various “voices” within a broad range of industries and companies.

Functional Responsibility: Work closely with client to research, develop and produce copy as needed. Determine with client the appropriate style, voice and messaging—and provide regular copy-review opportunities throughout projects, as client requests, to ensure the voice and style are meeting client needs.

Minimum Education: B.A./B.S. degree in communications, journalism, English or related disciplines; or equivalent years of relevant professional experience.

COPY EDITOR

General Experience: Ten (10) years of professional editing experience in publishing, journalism, or within a corporate environment, or equivalent professional editing experience. Copywriting experience preferred.

Functional Responsibility: Review and edit material created by copywriter on project, or existing copy client has already produced (e.g., brochures, websites, press releases, etc.). Provide editing style guide at client's request and subject to client approval, which documents the agency, department of specific project guidelines for content writing.

Minimum Education: B.A./B.S. degree in communications, journalism, English or related disciplines; or equivalent years of relevant professional experience.

SENIOR PUBLIC RELATIONS MANAGER

General Experience: Ten (10) years' experience in the following roles: public relations manager, marketing manager or corporate communications manager.

Functional Responsibility: Work with client to understand needs, issues and goals for communications, both internal and external. Develop with client a comprehensive public relations message, strategy and program—and implement this program.

Minimum Education: B.A./B.S. degree in communications, journalism, English or related disciplines; or equivalent years of relevant professional experience.

MARKETING MANAGER

General Experience: Ten (10) years' experience in the following roles: public relations manager, marketing manager or corporate communications manager.

Functional Responsibility: Work with client to understand needs, issues and goals for marketing (and/or advertising) for the department or agency. This includes both internal marketing (corporate communications within the agency) and external marketing and advertising. Develop with client a comprehensive marketing message, strategy and program—and implement this program.

Minimum Education: B.A./B.S. degree in communications, journalism, English or related disciplines; or equivalent years of relevant professional experience.

OUR PROMISE TO YOU

Robbie Hyman Copywriting's mission is simple: We help organizations communicate.

Our passionate, expert writers focus on only one goal: Exceeding your writing needs. We deliver the results you want. Every time.

You tell us how and where you want your message communicated—whether it's a complex report for public consumption, which needs to distill hundreds of pages of technical data into a reader-friendly document, or a simple internal newsletter that just needs to keep your staff up-to-date with the goings-on in your agency. We'll bring our dozens of combined years of experience to your project—and deliver the message you want, persuasively.

As seasoned copywriters, we've delighted organizations of all sizes—from multibillion-dollar firms to small startups and non-profit agencies. Now it's your turn.

Hand us your complicated, time-consuming writing tasks, so you and your staff can get back to being productive and creative.

We would be thrilled to write for you!